



Issues Report

Fourth Quarter 2009

WOOD TV8- Grand Rapids, MI:

WOOD TV8- Grand Rapids, MI

WOGC-CA- Grand Rapids, MI

Description of programming providing the most significant
treatment of community issues

WOOD TV8 Quarterly Issues Report

October – December 2009

<u>PROGRAM</u>	<u>DAY</u>	<u>TIME</u>
• 24 Hour News 8 Daybreak	Monday – Friday	5:00 - 7:00 A.M.
• 24 Hour News 8 at Noon	Monday – Friday	12:00 - 1:00 P.M.
• 24 Hour News 8 at 5:00	Monday – Friday	5:00 - 5:30 P.M.
• 24 Hour News 8 at 5:30	Monday – Friday	5:30 - 6:00 P.M.
• 24 Hour News 8 at 6:00	Monday – Friday	6:00 - 6:30 P.M.
• 24 Hour News 8 at 6:00	Saturday and Sunday	6:00 – 8:00 A.M.
• 24 Hour News 8 at 6:00	Saturday	6:00 – 6:30 P.M.
• 24 Hour News 8 at 6:00	Sunday	6:00 – 7:00 P.M.
• 24 Hour News 8 at 11:00	Monday – Friday	11:00 - 11:35 P.M.
• 24 Hour News 8 at 11:00	Saturday and Sunday	11:00 - 11:30 P.M.
• Maranda Where You Live	Saturday	6:30 – 7:00 P.M.
• eightWest	Monday – Friday	11:00 A.M. – 12 NOON

Each program previously listed is a locally produced news programs presenting a mix of news, weather, sports and community issue related feature reports. Community issue segments usually have duration of one- to one-and-a-half minutes, unless otherwise indicated.

Connecting with Community continues to produce content driven PSA's topical to community needs and issues raised from our news department. Each month, a series of thirty second spots rotate on WOOD/WOTV/WXSP tagged with our Community Partners.

“Maranda Where You Live” is a locally produced weekly half-hour program featuring information, insights and inspiration for West Michigan parents.

“eightWest” is a locally produced daily one hour program featuring everything West Michigan.

WOOD TV8 is simulcast in it entirely on WOGC-CA, Grand Rapids, MI.

- NBC Nightly News Monday – Friday 6:30 - 7:00 P.M.

This is an NBC produced news program featuring news, information and perspectives on the daily events of the nation and the world. The program also features special features on issues and concerns of the nation. These special issue oriented reports are approximately three minutes long.

- TODAY Monday – Friday 7:00 - 11:00 A.M.

- TODAY Saturday 8:00 - 10:00 A.M.
- TODAY Sunday 8:00 - 9:00 A.M.

This NBC produced news program features news, interviews, weather and information segments and feature reports on issues and concerns of the American Public. The community issue segments usually are three to four minutes long.

- Dateline NBC Friday 9:00 - 10:00 P.M.

This NBC produced news magazine program focuses on three to four issues or entertainment oriented reports in each week's program. Many of these reports are investigative stories on controversial concerns of the nation. Each report averages ten to twelve minutes long.

Educational Issues

Including recognition of outstanding programs, learning styles, schools and teaching.

1. Program: Where You Live
Date Aired: Sunday, October 11, 2009
Length: 2:00
Summary: Theatre students at Wayland High School are working with actors of the Royal Shakespeare Company on a mentoring workshop. They are training on Shakespearian dialect and performed together at Grand valley State University's annual Shakespeare festival.

2. Program: 24 Hour News 8 at 6:00 pm
Date Aired: October 28, 2009
Length: :32
Summary: Governor Jennifer Granholm will be at Grand Rapids Community College today, touting progress by the "No Worker Left Behind" program. A review of the program published earlier this week shows 72-percent of those who finished job retraining education kept their jobs, or got new ones.

3. Program: 24 Hour News 8 7:00 am
Date Aired: October 31, 2009
Length: :21
Summary: High school Students in Grandville raced Robotic boats down the Grand river. They tackled a 2-k course between Grand Rapids and Grandville. It's a pilot program for possible future competitions. Only two other races like this have been held in the world. The un-manned boats are forty eight feet long and are run by G-P-S and other computer components

4. Program: Where You Live
Date Aired: Saturday, November 21, 2009
Length: 2:00

Summary: Book Clubs are becoming trends with kids across the country and are a great way to get your child into reading. We spoke with children's librarian Sue Garza about ways they get kids to enjoy reading at the Cook Library Center, an educational facility for children in the Grandville neighborhood.

5. Program: 24 Hour News 8 6:00 am
Date Aired: November 26, 2009
Length: 1:35
Summary: Runners will be lacing up their shoes this morning for the 17th annual Thanksgiving day turkey trot. The annual race starts at 8 am at Calvin College, with registration beforehand. The Turkey Trot is an annual fundraising activity that's designed to support student participation in competitive sports and achievement at Grand Rapids Public Schools.

6. Program: Where You Live
Date Aired: Saturday, December 5, 2009
Length: 2:00
Summary: The Meijer Foundation presented four Grand Rapids Public Schools with their "Good School Awards." Each school won based on test scores, creative learning, teacher and parent interaction and other factors. Schools were all presented with checks and a special school assembly hosted by Maranda.

7. Program: 24 Hour News 8 5:00 am
Date Aired: December 9, 2009
Length: 1:31
Summary: Kick off for our Angel Tree Campaign with the Salvation Army. Major Bukiewicz discussed this year's challenges in serving 30,000 children throughout West Michigan and the hefty goal for the Red Kettle of 1.3 million. Donations and volunteers are always needed as well as toys for kids in need.

8. Program: 24 Hour News 8 5:00 am
Date Aired: December 15 , 2009
Length: :23
Summary: A West Michigan school is taking a new approach to provide its students with fresher food. It's called "Farm To School." Lakeview Middle School in Battle Creek is buying apples and

potatoes from local farmers for the rest of the year. The items are delivered to the school within days of being harvested. School officials say the program not only supports the local economy and teaches students about healthy choices, but provides students with fresh-from-the-farm foods.

9. Program:	Where You Live
Date Aired:	Saturday, December 19, 2009
Length:	2:00
Summary:	Children at Ridge Park Charter Academy celebrated World Party Day! Children learned about diversity and cultural appreciation with an ethnic fashion show, snacks, music, dancing and lessons on cultures from around the globe.

Health & Fitness Issues

Focusing on methods of illness prevention and education people in order to encourage and promote maintenance of good health.

1. Program: Where You Live
Date Aired: Sunday, October 4, 2009
Length: 2:30
Summary: Family fitness is important, but it doesn't need to be structured. There are simple games that you can play right in your own backyard that boost heart rate and get the whole family involved. In this segment Priority Health demonstrated four easy games your whole family can play together.

2. Program: Where You Live
Date Aired: Sunday, October 4, 2009
Length: 2:00
Summary: Cold and flu season is here and there are some simple step you and your kids can take to prevent passing germs. The number one thing is washing your hands. We spoke with a doctor from Helen DeVos Children's Hospital who gave tips on proper hand washing and disease preventative measures.

3. Program: 24 Hour News 8 at Noon
Date Aired: October 30, 2009
Length: 1:50
Summary: All over one Denver suburb, residents are seeing teeth turning different shades of pink. It's not a disease, but it's all because of one orthodontist. Anne Herbst went to his clinic and found that the color is for a great cause. The orthodontist began this process of working to try help fight against breast cancer. So, they decided to ask our patients to wear pink ties on their braces, for every patient who wears pink, they make a donation to the Susan G. Komen foundation."

4. Program: 24 Hour News 8 at 6:00 pm
Date Aired: October 31, 2009
Length: 1:39
Summary: Doctors give helpful tips on how to stay flu free during Halloween. First and foremost, kids don't share. That applies to candy and costumes. Also sanitize between treats. Doctors advise you use hand sanitize between trick or treat houses, or after handling money. And by all means don't serve candy if you are sick. Adults don't share the community chip bowl at the Halloween parties and absolutely no bobbing for apples!
5. Program: 24 Hour News 8 at 5:00 pm
Date Aired: November 11, 2009
Length: 1:00
Summary: Know Your Numbers....Today the YMCA in Grand Rapids is offering free health screenings. FREE screenings include: Total Cholesterol, Glucose, Blood pressure/pulse measurement, Heart disease, Diabetes, Stroke risk factor, BMI (Body Mass Index)
6. Program: 24 Hour News 8 at 5:00 pm
Date Aired: November 17, 2009
Length: 2:50
Summary: Here in the newsroom now with more on the guidelines and how some West Michigan doctors are weighing in. Several doctors discussed their views on when women should begin getting mammograms to educate viewers on making the health decisions that are best for them. Joining me now with more on this is Dr. Jamie Caughran with Saint Mary's Health Care.
7. Program: Where You Live
Date Aired: Saturday, November 21, 2009
Length: 2:30
Summary: Most kids don't like to eat healthy, but there are some easy way you can disguise healthy foods when it comes to mealtime. We sat down with a local nutritionist who talked to us about ways to sneak certain ingredients into kid's favorite foods to make them a little healthier.

8. Program: Eight West
Date Aired: November 25, 2009
Length: 1:20
Summary: There's been a lot of help over the last year for people in Michigan who've lost their jobs. Medical Weight Loss Clinics was offering Free Programs for the unemployed. For individuals who recently lost their job, Medical Weight Loss Clinic will help them get on the right track by offering its medically supervised weight loss program at no cost. "We understand that these are challenging economic times for so many people," said Alberta Lipinski, nursing supervisor of Medical Weight Loss Clinic. "We want to help provide the tools and support to unemployed individuals to help them stay healthy as they look for a job."

9. Program: 24 Hour News 8 5:00 am
Date Aired: December 14, 2009
Length: :31
Summary: Your health and the h1n1 flu. The vaccine is available for all GVSU faculty, students, and staff starting today. The vaccine will be available at the Campus Health Center in Allendale starting today, and is available on a walk-in basis during normal office hours. Both injections and the nasal mist are available, but campus officials say the mist is limited. The campus health center is providing the vaccine under the direction of the Michigan Department of Community Health and the Ottawa County Health Department to ensure the health and safety of students and staff.

10. Program: Where You Live
Date Aired: Saturday, December 19, 2009
Length: 2:00
Summary: There are some simple ways to get exercise in while doing your holiday shopping. We had a local wellness coach show viewers five exercises that you can incorporate while doing holiday shopping that will burn extra calories!

Community & Volunteer Efforts

Programs aimed at highlighting efforts of individual volunteers or volunteer organizations in West Michigan in hopes of encouraging more people to share their time and talents with those in need. Community efforts and campaigns are also included.

1. Program: Where You Live
Date Aired: Sunday, October 11, 2009
Length: 2:00
Summary: At Knapp Charter Academy dads volunteer on a daily basis in the school. They have a DOGS program (dads of great students) and these dads do everything from volunteer in the classroom, to serve hot lunch and cover recess duty.

2. Program: Where You Live
Date Aired: Sunday, October 11, 2009
Length: 2:30
Summary: MomsBloom is an organization in Grand Rapids that pairs new moms with volunteers. These woman serve as mentors and teach new moms how to care of their babies or just give them a helping hand where needed. This piece focused on a mentoring relationship between two participants and why they volunteer.

3. Program: Eight West
Date Aired: October 19, 2009
Length: 2:00
Summary: All this week, the major networks, including ours, are putting the spotlight on the power of service and volunteering in top-rated primetime programs and here on Eight West. That's right; we brought in a couple of people who know first hand the power of volunteering and how heroes are at work here in West Michigan every day. Today's featured program is Cherry Street Health Services here in Grand Rapids. How are you reaching out to help? They will talk about free health care options for kids without insurance and who qualifies they will talk about programs available to help the uninsured of all ages who qualify get low cost and free prescription drugs

4. Program: 24 Hour News 8 at 11:00 pm
Date Aired: October 21, 2009
Length: :50
Summary: Kent County Jail officials get set to announce a new pilot program to be officially announced tomorrow. Kent just one of just six jails chosen to try it out, it's called Transition from Jail to Community...or TJC. Authorities say, what it provides is critical technical support to set up a system to screen each and every inmate, identify their unique problems, and get them in programs to prepare them for release. People can offer to volunteer for a program - whether it's tutoring inmates, acting as a sobriety sponsor or teaching job skills, by calling the TJC project leader.

5. Program: Where You Live
Date Aired: Sunday, October 25, 2009
Length: 2:30
Summary: The Equest Center for Therapeutic Riding is a volunteer run organization in Rockford that provides riding for handicapped children. They rely heavily on volunteers to provide lesson, care for the horses, clean the stables, etc. This segment focuses on their volunteers and showcases how anyone can help.

6. Program: Where You Live
Date Aired: Sunday, October 25, 2009
Length: 2:30
Summary: Paws for a Cause is always in search of foster families who volunteer to raise the puppies for their organization. This piece focused on the Dolphin family of Gowen who are currently training their fifth foster puppy through the organization.

7. Program: Eight West
Date Aired: November 17, 2009
Length: 3:45

Summary: You may have your own holiday shopping underway, but what would you do if you were unable to get out and buy gifts for the people you love? That's a question volunteers at the Grand Rapids Home for Veterans have an answer to. Here to share with us their solutions are Sarah Brooks and Pamela McVeigh, long time volunteers and organizers of the Holiday Gift Shop for Vets, telling people about their volunteer involvement and how others can get involved as well.

8. Program: 24 Hour News 8 at 5:00 am

Date Aired: November 26, 2009

Length: 2:00

Summary: Millions of unemployed and under-employed Americans will be struggling to put food on the table. Charities around the country are trying to help, even though they've been hit hard by the recession. Brian Mooar shows us, while donations might be down; volunteers are rising to the challenge. This year, there's been an unexpected bounty of volunteers, but it didn't take a bad economy to bring out the best in 14 year old Corey Warner, he's been running his own food bank since he was 11. Thanks to this one teen, 500 families will have a meal and a reason to give thanks.

9. Program: 24 Hour News 8 at Noon

Date Aired: December 16, 2009

Length: :39

Summary: A medical marvel in a DC operating room, doctors performing a 13-way kidney transplant swap. Some of the patients are meeting their donors for the first time today, all having donated a kidney with nothing to gain. One woman donated an organ after she said she was inspired by President Obama's call to volunteer. Doctors say the group is remarkable because none of the donors had a friend or loved one in the marathon chain of transplants they made possible. This donor went above and beyond volunteerism and saved a life.

Safety

Programs that promote safety in homes and for families in West Michigan communities.

1. Program: Where You Live
Date Aired: Sunday, October 25, 2009
Length: 3:00
Summary: We talked with the spokesperson from Safe Kids Coalition on Halloween safety. Topics covered included safety when it comes to trick-or-treating, costumes, pumpkin carving and decorations for both inside and outside your home.
2. Program: 24 Hour News 8 at Noon
Date Aired: October 28, 2009
Length: 2:20
Summary: As kids get ready to put on their costumes for Halloween, how safe are those outfits? NBC's Liz Crenshaw looks at whether some costumes are as fireproof as they claim and advise parents on what to look for to ensure a safe and happy holiday for their little trick-or-treaters.
3. Program: 24 Hour News 8 at 5:00 pm
Date Aired: October 28, 2009
Length: 2:45
Summary: We seem to be hearing more and more these days about children getting out of the house. Joining us now to talk more about ways to keep tabs on your kids to stay safe is Melinda Howard from the safe kids coalition to talk about ways specifically we can make sure our kids stay indoors and out of harms way.
4. Program: Where You Live
Date Aired: Saturday, October 31, 2009
Length: 22:00
Summary: Our entire show focused on cyber safety and the Internet this week. It looked at the new challenges of parenting in the digital age and how parents can keep their kids safe from the dangers

lurking online.

5. Program: 24 Hour News 8 at 5:00 pm
Date Aired: November 19, 2009
Length: :37
Summary: People are about to hit the road and fly out for the Thanksgiving holiday, but before they do, the CDC is launching a campaign to make sure travelers stay safe and flu-free. Especially for families traveling with children, young adults, or others in the 'priority risk range.' The "Travel Well" campaign will use social media, posters at airports and border crossings, and television and radio ads to advise people not only to stay home if they're sick, but to wash hands often, cover your mouth when coughing or sneezing, and get a flu shot.
6. Program: 24 Hour News 8 at 5:00 pm
Date Aired: November 24, 2009
Length: 1:54
Summary: It's an annual survey by a consumer watchdog group that focuses on toys that may be hazardous to children. It's called 'Trouble in Toyland.' As the holiday shopping season gets started, here is some important information on toys and how to keep your children safe. A new survey by the US public interest research group says it found three main toy safety risks to small children noise, choking, and toxic hazards.
7. Program: Where You Live
Date Aired: Saturday, December 19, 2009
Length: :45
Summary: In our holiday show, a local cell phone company demonstrated new phone tracking software that can show where your child is at all times. It's a website that you access and it shows you exactly where your child is at that time. It's a great safety feature to add to your cell phone plan.
8. Program: 24 Hour News 8 at Noon
Date Aired: December 23, 2009
Length: 2:07

Summary: Some Highway safety experts are coming with their take on the best child booster seats available today. And several makers ended up with seats on the "recommended" or "not recommended" list. The experts demonstrate how parents can properly strap in their children and make sure those belts are in the right place so that the restraint can do its job if the child is in a crash.

9. Program: Home energy spots
Date Aired: October 1, to December 31, 2009
Length: :30

Summary: Series of home energy PSA's aimed at helping home owners save money on their heating bills, check their furnaces for safety and efficiency and green energy alternative energy sources.